



**SALVATORE FERRAGAMO'S FULLY RENOVATED WOMEN'S BOUTIQUE
REOPENS IN MILAN'S VIA MONTENAPOLEONE**

Milan, 20 September 2013. Salvatore Ferragamo, one of the world's most renowned luxury brands, announces the reopening of its women's flagship store on via Montenapoleone, Milan, following a complete refit with an entirely new concept.

One of the Group's historic stores, the Milan women's boutique was inaugurated in 1939 on the ground floor of Casa Carcassola Grandi, a sixteenth-century palace with an elegant Neoclassical façade in the heart of the city's fashion district. The boutique has now been completely refurbished with updated retail areas and a new showroom layout.

The store's interior - spanning a total surface area of over 450 square metres - is elegant and luxurious, in line with Ferragamo's signature style, creating a refined ambience. The various product areas flow in a series of reflections and glimpses, highlighted by mirrored entrances and gold travertine inlays, reminiscent of a Baroque palace.

Glossy, tactile, lacquered walnut and Venetian marmorino stucco on the walls, along with steel and natural raffia in the upholstery, lend a warm, welcoming and intimate feel to the new store concept. Even the edges have been rounded to give a more feminine aura to the space.

The boutique entrance, which affords guests a complete view of the Salvatore Ferragamo range, opens up to a space devoted to handbags. The shoe area follows under a sixteenth-century cross vault, with a special niche for Ferragamo's Creations line. This leads to the jewellery and watch room, with gold mother-of-pearl walls, antique-effect mirrors and gold raffia, and then to the oval-shaped ready-to-wear space, dominated by the cupolas that emanate indirect light, illuminating the collection.

"Two years after the renovation of the men's store, the Milan women's boutique refit follows as part of the Group's growth plan. Not only does the plan provide for the opening of new Salvatore Ferragamo brand stores, but it also entails the renovation and expansion of showroom spaces already open in major cities around the world to further boost their performance," explained Michele Norsa, CEO of Salvatore Ferragamo. "A strategic centre for fashion and made-in-Italy products, Milan is an essential international showcase for a brand like Ferragamo. For this Salvatore Ferragamo women's boutique, we have developed a special concept that also enhances the beauty of the historical palace in which it lies".

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury goods sector and whose origins date back to 1927. The Group is active in the creation, production and sale of shoes, leather goods, clothing, silk products and other accessories, as well as women's and men's perfumes. The Group's product range also includes eyewear and watches, manufactured by licensees. Attention to uniqueness and exclusivity, with a perfect blend of style, creativity and innovation enriched by the quality and craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products. With over 3,000 employees and a network of over 600 mono-brand stores as of 30 June 2013, the Ferragamo Group operates in Italy and worldwide through companies that make it a leader on European, American and Asian markets.